About the User: Jo is an information architect and user experience designer from New York. She had some previous experience with the Wayback Machine.

Key findings:
- The user was unable to complete the task of limiting the collection results by language: this was because of the length of the topics list in the filter area.
- User had a hard time understanding item, subcollection and collection hierarchy: the relationship between collections, subcollections and institutions was confusing.
- Visually distinguishing between topic tiles and collection tiles was easy for the user, however it was hard for her to tell what each of these elements represented.
- User did not expect a drop down selection on the date in the sort bar and wanted more visual indication of additional options.
- Page reloads and redirects happened far more often than the user expected (sorting the Topics list, clicking 'show all' for download types, etc).
- User expected the mediatype navigation areas to open below instead of on top of the main navigation bar.
- User was interested in potentially uploading items to Archive.org but felt unsure of what was acceptable to upload.
- User expected the collection information to populate in the collection page after hitting the 'more' link rather than opening a new page.

Testing Notes

Task 1: Please go to Archive.org
Task 2: Please go to the 'American Libraries' Collection
Task rating: 8 (moderately easy)

Step A: Complete the task above
Jo's first inclination was to search, but after some scrolling she found the collection tile. At first she did not see anything underneath the fold.

While on the homepage, Jo was confused by the repetition of media type icons above the home page search bar as well as in the navigation bar. She did not click on the icons in the center of the page but assumed they were links to the Joe place.

Step B: What are your first impressions of this page?
Jo first noticed the action buttons on the collection page, due to the white space around them. Next she focused on the sort bar for the collection, she shared that generally when looking for something within a collection she likes to use sorting and filtering over search, because she might not know exactly what she's looking for but more generally the type of thing that she's looking for.

The topics were confusing for Jo, she had trouble distinguishing between topics and collections, and furthermore if collections could have topics.

She liked the numbers on the collection tiles, but some of the images felt distracting or confusing for Jo, especially collections that had the Joe images.

When sorting the topics she was put off by the hard reload of the page when she alphabetized the list, and was also unable to toggle back to filter by number.

Hierarchy and type were confusing for Jo, she had a hard time differentiating between items and collections, she could tell that there were differences between the element types, but it wasn't easy for her to tell what the differences between the UI elements were.

Task 3: How do you think the items in this collection are currently ordered?
Task rating: 6 (not easy)

Step A: Complete task above
At first Jo felt that the ordering was random, but she quickly found that they were organized by view. She wanted to be able to see view information on the collection tiles as well since it was the default organizing principle of the list.

Step B: How would you sort items in this collection by the date they were added to Archive.org, with most recently uploaded items first?
Jo was curious how recently uploaded / archived would affect subcollections in the sort order.

When she went to click on 'Date Published' in the sort bar she was surprised by the drop down as 'Date Published' had no indicator showing that it would have additional options to choose from. She also was curious why date published was selected if it is not the currently used sorting principle.

Task 4: How would you view only items that are in English in this Collection?
Task rating: User could not complete this task

Jo began to scroll down the results list before returning to the sort bar to see if she could find more options. She then changed her view settings to list view, which she liked more for searching for something than the grid view, which she would use more for perusing.

After looking for a few more seconds she abandoned the task.

Task 5: How would you find an image of "Children Reading" in this collection?
Task rating: 7 (moderately easy)

Jo returned back to the grid view to see the images, next she applied the images filter. She at first wanted to just look down the results to try and spot an image. She then began to look down the filters list for keywords but found the list to be very long. She really wanted to narrow down rather than search. After some looking she found a topic called "Children Reading" and filtered by that topic.

Task 6: Item Details Page
No task rating

Jo loved the image size, she was impressed by the large size. Although she loved the image size, she wasn't sure if there would be anything else on the page. Jo quickly found the download options area on the collection page, but wished that the file size was exposed rather than being a hover. She was also not expecting the "Show All" to open to a new page, rather she thought that the additional information would 'open-up' below (like the 'X more collections' area). Additionally Jo was confused by the number of Files vs. Original.
Jo liked the Similar Items area, specifically that it let her know how these items were similar.

Task 7: Where would you go to find out more information about one of the collections?
Task rating: 10 (easy)

Jo quickly found the collection information area while looking at the files.

Task 8: Please find and go to one of the Archive's software collections
Task rating: 8 (easy)

Jo's first inclination was to search for the software collection, but because she had been asked to spend time on the homepage earlier, she remembered the mediatype icons in the navigation bar and used the software icon to begin her search.

Jo had no problem navigating through the dropdown, but did have some confusion about what on the list was a collection.

Task 9: Where would you go to find out more information about this collection?
Task rating: 8 (easy)

<u>Step A</u>: First Impressions
Jo's first impressions of the page included that she was confused why collections were in the results list along with items because she was already in a collection. Topics also felt unhelpful for her, as she wasn't sure how they were created.

<u>Step B</u>: Where would you find more information on the collection
Jo clicked quickly on About, the two tabs were confusing to her though based primarily on Collection and Sub Collection hierarchy.

Step C: First Impressions of About Page
Jo loved the graphs. The content on the about page was slightly confusing for Jo, she wasn't sure how she was supposed to use the information.

Follow-up Questions

1. How did this interface match with your expectations of using Archive.org, what parts were easy to use and behaved as expected?
   The filters for the most part behaved correctly, and felt well organized.

2. In what ways did this interface not match your expectations of using Archive.org, what parts were hard to use, or weren't quite clear to you?
   The differences between the item boxes and the collection boxes were very confusing for Jo. Hierarchy felt very amorphous.

3. If you could change one thing about Archive.org, what would you change?
   Jo would change the date on the sort bar, in particular the drop down and the selected states.

4. Have you ever created an account on Archive.org, or would you? Why or why not?
   She did not know that there was anything but the Wayback Machine on Archive.org before the redesign, but she still doesn't understand why someone would create an account. She thought maybe for favoriting but she wasn't sure.

BONUS:
On the navbar Jo expected the meta links to be in a footer for the site. She expected that the Archive icon would bring her back to Archive.org (home page). She was looking for a collections tab as well.

Additionally she was expecting the tabs to open options below instead of above them.

In the Media Type Navigation area Jo was unsure what 'Top' meant (most viewed, most items?) and also wasn't sure why some collections had images.

She was *very* surprised that uploading was an option on Archive.org, but felt unsure what of 'digital significance' she could upload to the collection.